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AUTHOR Curtis, Dan B.; Hansen, Tricia L.
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ABSTRACT

Focusing on oral communication and presentational speaking, this 34-item annotated bibliography contains sources of information that are primarily concerned with communicating in contemporary business and professional settings. The bibliography is divided into four sections: presentational, general, organizational communication, and miscellaneous. The selections date from 1979 to 1989. (NKA)

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BUSINESS COMMUNICATION

An Annotated Bibliography

Prepared by

Dan B. Curtis, Ph.D.
Central Missouri State University

and

Tricia L. Hansen, Research Assistant
Central Missouri State University

May 1989

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The following bibliography includes sources of information that are primarily concerned with communicating in contemporary business and professional settings. The focus of the bibliography is on oral communication and presentational speaking as called for by present demands for such activity. To facilitate ease in referencing the sources, 4 categories of classification have been provided: PRESENTATIONAL, GENERAL, ORGANIZATIONAL COMMUNICATION & MISCELLANEOUS.

PRESENTATIONAL:

Dance, Frank E.X. (1987, November). What do you mean presentational speaking? Management Communication Quarterly, 1, 260-271.

Dance considers the historical development of the usage of presentational speaking for public speaking in the business setting and, current usages of the term. He also examines empirical evidence concerning actual expectational differences between public speaking and presentational speaking. The differences are found to be relatively small.

Goodall, H. Lloyd, Jr. and Waagen, L. Christopher. (1986). The persuasive presentation: A Practical guide to professional communication in organizations. NY: Harper and Row, Publishers.

The authors respond to the changing role of presentational communication in organizations. The emphasis is on the analysis, management, style, and evaluation of all forms of strategic communication emerging from presentational settings. Special attention is given to each of the following: the briefing, the status report, the final report, cooperative presentations in marketing and presentations made to other organizations, and technical reports for special-interest groups.

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Gray, James G., Jr. (1986). Strategies and skills of technical presentations: A guide for professionals in business and industry. NY; Westport, CONN; London: Quorum Books.

Gray uses communication theory to identify what presenters of technical material need to do to be successfully work with and influence nontechnical decision-makers. The book is divided into 2 main parts: "Packaging the Presentation" [developing, organizing, etc., the content], and "Packaging the Presenter" [visual aids, personal image, etc.].

Holtz, Herman. (1985). The business of public speaking: For executives, consultants, authors, and trainers. NY; Chichester; Brisbane; Toronto; Singapore: John Wiley and Sons.

Herman's goal is not to teach his readers how to speak, but to make them aware that public speaking can be a rewarding career. In developing the book, he illustrates how the world of paid public speaking may be entered and participated in successfully.

Howell, W.S. and Bormann, E.G. (1988). The process of presentational speaking (2nd ed.). N.Y.: Harper and Row.

Howell and Bormann seek to meet the needs of today's managers, executives, and professionals as they are called upon to prepare, develop, and deliver presentational speeches. The authors present "more than a public speaking course". An analysis of the nature of presentational speaking is provided as are the importance of listening; the development of persuasive power and reasoned response; credibility maximization; and the management of technical, audiovisual and media elements in the presentation.

Linver, Sandy and Taylor, Nick. (1983). Speak and get results: The complete guide to speeches and presentations that work in any business situation. N.Y.: Summit Books.

Advocating that "naturals are made not born", the author approaches the aspects of both "style" and "content" as separate yet equally important determinants of success in the business and professional speaking contexts. The book is divided in 3 parts: Part I-"Organize Your Content and Get the Results You Want"; Part II-"Develop a Style that Will Work for You"; and Part III-"Interviews with the Naturals".

Meuse, Leonard, Jr. (1988). Succeeding at business and technical presentations (2nd ed.). NY; Chichester; Brisbane; Toronto; Singapore: John Wiley and Sons.

The author gives special attention to the current and changing world of audiovisual design, creation, and practice as it has potential to influence the presentational event. Included is a comprehensive discussion of the use of the personal computer. This text is intended to be an extension of Meuse's earlier edition (1980), Mastering the business and technical presentation.

Meuse, Leonard, Jr. (1980). Mastering the business and technical presentation. Boston, MA: CBI Publishing Company, Inc.

This text is based on the premise that communication is not one-directional but instead, is interactive. It is designed to help presenters communicate with audiences and is intended as practical and useful help. Two main questions are dealt with: (1) What is the best way to prepare an audiovisual presentation? and, (2) What are the techniques of delivering a business or technical presentation that will ensure success in informing and persuading audiences?

Peoples, David A. (1988). Presentations plus: David Peoples' proven techniques. NY; Chichester; Brisbane; Toronto; Singapore: John Wiley and Sons.

The author presents simple, practical, and proven methods by which to develop and deliver an effective presentation. The book is based on years of doing and succeeding in "the battlefield of business". The techniques and steps presented are applicable to all levels of communication within business. Dozens of illustrative examples of real-life interactions are included.

Richards, I. (1988). How to give a successful presentation: A concise guide for every manager. London; Dordrecht; Boston: Graham and Trotman.

Richards takes the reader step-by-step through all the stages of preparing and giving a presentation. Techniques which work are explained clearly and simply: how to plan, how to present yourself appropriately, how to involve the audience, how to use visual aids effectively, and how to successfully handle questions.

Tacey, W.S. (1983). Business and professional speaking (4th ed.). Dubuque, IA: Wm. C. Brown Publishers.

The authors remind us that whether an audience is one or a thousand persons, the communication experience remains one-to-one; a listener hearing an oral message and responding and being responded to. The book is dedicated to those desiring to improve "their interpersonal oral communication skills with particular reference to business and professional settings. Addresses are the many dimensions of preparing and delivering oral presentations, whether they be in informal or formal sessions; in interview activities; and within the bounds of meetings.

Thomas, David A. and Fryar, Maridell. (1987). Successful business speaking: A guide for the student and professional. Lincolnwood, IL: National Textbook Company.

The authors are concerned with oral communication needs and characteristics within the business and professional environments. Specifically, 3 areas are addressed: (1) "Communication in the Business Environment", (2) " External Business Speaking", and (3) "Internal Business Speaking".

Vardaman, George T. (1981). Making successful presentations. NY: Amacon, American Management Associations.

The author gives primary focus to person-to-group communication and is sender-oriented. Materials within the book are separable into 5 parts: (1) determining presentational need and feasibility, (2) organizing and developing ideas, (3) using communication media, (4) using TRIM [target, receiver, impact, method model], and (5) 20 contemporary speeches by prominent business, government, and professional leaders for discussion.

GENERAL:

Adler, R.B. (1989). Communicating at work: Principles and practices for business and the professions (3rd ed.). New York: Random House.

Adler provides a practical approach to on-the-job communication, seeking to help readers become better communicators themselves. The text focuses on the various kinds of face-to-face communication activities most common in business and other organizations; interpersonal communication, interviewing, groups and meetings, and speeches and presentations. Emphasis is on acquiring skills and applying theory. Current thoughts of other writers about the challenges and skills of communicating are featured.

Andrews, Patricia H. and Baird, John E., Jr. (1986). Communication for business and the professions. Dubuque, IA: Wm. C. Brown Publishers.

The authors focus on skills acquisition in the context of organizational communication theory and research. They encourage organizations and businesses to facilitate skill development as opposed to the traditional legislation and advocacy attempts. Andrews and Baird seek to isolate the skills needed for effective communication in business settings and make provisions for developing and cultivating those skills. The text is divided into 4 parts: (1) "Communication in Organizations: An Introduction"; (2) "Dyadic Communication"; (3) "Small Group Communication"; and (4) "Public Communication".

Berko, R.M.; Wolvin, A.D.; and Curtis, R. (1986). This business of communicating. Dubuque, IA: Wm. C. Brown Publishers.

The authors incorporate recent developments in management theory with recent developments in communication theory to provide a comprehensive review of principles and techniques of effective organizational functioning. They seek to provide an understanding of the basic insights and skills individuals need in order to operate effectively in the business world in areas such as public presentations, interpersonal interactions (and interviewing), and in meetings.

Buovee', Courtland L. and Thill, John V. (1989). Business communication today (2nd ed.). New York: Random House.

This text approaches the teaching of concepts and skills needed to communicate effectively in business, as an art embracing the human element. The authors' single goal is "to successfully demonstrate how business communication works in the real world". Included are 37 "Special Features" as extensions of chapter material (centering on 5 themes: sharpen your skills, business communication today, legal alert, international outlook, and test yourself). Also of interest is the "Business Communicator's Resource Directory".

Frank, Ted and Ray, Frank. (1979). Basic business and professional speech communication. Englewood Cliffs, NJ: Prentice-Hall, Inc.

The authors offer both a perceptual and behavioral approach to communication within business and professional settings. The how and why of communication is defined, comprehensive development is given to person-to-group communication, and a 3rd section covers small group, interviewing, and organizational communication. The authors utilize a direct and basic approach to business and professional speech.

Gibson, Gerald M. and Glenn, Ethel C. (1982, Fall). Oral communication in business textbooks" A twenty-four study. Journal of Business Communication, 19, 39-49.

The authors examined 48 textbooks used in business communication courses over the 24 years prior to their study's publication. Results indicated that speech and business communication students are being taught basically the same skills, that the trend toward a heavier emphasis on oral mode in business communication courses has been only slight, and that to date little effort to redesign curriculum with the Hanna study criteria, or comparable categories included, has been shown.

Hamilton, Cheryl and Parker, Condell. (1987). Communicating for results: A guide for business and the professions (2nd ed.). Belmont, CA: Wadsworth Publishing Company.

Hamilton and Parker direct themselves to those who are interested in "self-improvement". The text's versatile design serves those with little work experience on up to serving as a reference book for experienced professionals. Emphasis is given to interpersonal and organizational, interviewing and group, and public communication skills. Of special interest is a "Survey of Communication Styles" (APPENDIX A), designed to ascertain both managerial and employee communication style.

Hauser, Margaret F. (1986). Strategic business messages: Applied theory and practice. Dubuque, IA: Kendall Hunt Publishing Company.

Hauser discusses how to prepare business messages, whether they be written or oral, giving particular development to audience analysis;

message strategy; and clear, concise, direct wording. Of interest is the provision of an appendix, intended as a resource for students, of 35 common usage errors within business messages.

Hugenberg, L.W. and Yoder, Donald, D. (1985). Speaking in the modern organization: Skills and strategies. London, England; Glenview, IL: Scott, Foresman and Company.

This text utilizes a practical approach to the study of communication within an organizational context. Three (3) principle concerns are addressed: (1) both theory and practical advice, (addressing language, nonverbal behavior, information processing, and persuasion); (2) differentiation between communication skills and message strategies; and (3) the authors adopt the perspective that communication situations have more similarities than differences. Provided within the text, is a conceptual understanding of the process involved in all communication and the role of communication and the individual in the modern organization.

Kelly, L., Lederman, L.C., and Phillips, G.M. (1989). Communicating in the workplace: A guide to business and professional speaking. New York: Harper and Row, Publishers.

The text is divided into two (2) parts: "The Organizational Context" and "Communication Activities in the Organization". Three (3) unique features are included: (1) discussion of the use of technology in the performance of daily tasks; (2) discussion of communication and the socialization of employees; and (3) inclusion of material from a "model" organization which may be viewed as an extended example of the concepts presented in the text, or as a simulation in which course users become "employees" and operate the "business".

Koehler, J.W. and Sisco, J.I. (1981). Public communication in business and the professions. St. Paul; N.Y.; Los Angeles; San Francisco: West Publishing Company.

The authors focus on the public communication roles most frequently required of the persons in business and professional roles. Communication is defined broadly enough to include the conference, several forms of interviewing, public speeches and presentations, and listening.

Makay, John J. and Fetzer, Ronald C. (1984). Business communication skills (2nd ed.). Englewood Cliffs, N.J.: Prentice-Hall, Inc.

Makay and Fetzer propose to help the business person develop and maintain satisfaction and make significant efforts to meet corporate and institutional goals through effective communication. The authors provide comprehensive coverage of "business communication", dividing the book into 5 parts: (1) "Prologue" (Communication in Business/Listening); (2) "Presentational Speaking"; (3) "Interpersonal Speaking"; (4) Writing, Training, and Public Communication"; and (5) "Epilogue" (Preparing for a Professional Career).

Rosenblatt, S. Bernard; Cheatham, T. Richard; and Watt, James, T. (1982). Communication in business (2nd ed.). Englewood Cliffs, N.J.: Prentice-Hall, Inc.

This book presents a survey of communication used in businesses today with some foundation in organizational and communication theory. It is divided into 3 parts. Part I describes how communication is employed in business. Part II introduces and explores different communication theories, explaining their ramifications and applications to business needs. Part III focuses on the applications of theory to practice. Of special interest, provided at each chapter's end, are listings of contemporary periodicals which relate to the respective areas of discussion.

Roubicek, Henry, L. (1986). Doing business and professional communication. Dubuque, IA: Kendall Hunt publishing Company.

Roubicek discusses both traditional and "non-traditional" components of business and professional communication. The text gives attention to (1) people skills; (2) the interview; (3) the small group; and (4) the platform-sales presentation. The author makes provision for those whose "orientation is `active' rather the `passive' instruction".

ORGANIZATIONAL COMMUNICATION:

Hunt, Gary T. (1989). Communication skills in organizations (2nd ed.). Englewood Cliffs, NJ: Prentice Hall.

Hunt takes a unique approach to organizational communication, focusing on individual behavior rather than the traditional focus of organizational structure. The book is intended to help readers understand the communication requirements associated with the relevant dimensions of organizational life, among them, the importance of preparing and delivering public presentations. Accompanying each chapter are case studies depicting real situations of bureaucratic life, for analysis and discussion.

Pace R. Wayne and Faules, Don F. (1989). Organizational communication (2nd ed.). Englewood Cliffs, NJ: Prentice Hall.

The authors seek to respond to contemporary, often dramatic, changes within the field of organizational communication. Addressed are key organizational theories, issues, and applications, with the intent to present their relevance to, and functions in, contemporary methods of communication and organizational functioning. Business individuals are presented as presenters and facilitators of change.

MISCELLANEOUS:

Blumenfeld, Esther and Alpern, Lynne. (1986). The smile connection: How to use humor in dealing with people. Englewood Cliffs, NJ: Prentice-Hall, Inc.

The authors address both "Humor on the Job" and "Humor in

Communication". Of special interest is a comprehensive development of "Humor Resources", many of which include and/or concern the use of humor in the business and professional setting.

Frank, Milo O. (1986). How to get your point across in 30 seconds-or less. NY: Simon and Schuster.

Frank contends that the 30-second message is at the heart of every effective business communication message. He provides the bases by which business communication persons may prepare and deliver their 30-second message. Examples are provided form everyday business settings.

Hugenberg, Lawrence W., Sr.; Owens, Alfred, W., II; and Robinson, David J. (1982). Structures for business and professional speech (2nd ed.). U.S.A.: Kendall/Hunt Publishing Company.

The authors adopt a unique angle toward the teaching of effective communication techniques. Provided are two (2) independent simulation packages for use in course instruction. The purpose is to prepare students to adapt to each unique communicative situation, thereby using the techniques and strategies most fitting. The backgrounds and histories are provided for both simulation organizations, along with a variety of "scenarios" calling for business communication skills and critique.

Michel, Thomas A. and Weaver, Richard L., Jr. (1986, April). Popular readings in public speaking: A selected, annotated bibliography. (Report No. CS505285). NY, USA. (ERIC Documented Reproduction Service No. ED 268 616)

This bibliography grew out of the authors' interest in the recent proliferation of professional "success" articles in print. The bibliography contains recent citations of public speaking and related subjects in the popular press, such as that found in trade journals, magazines, and books. All scholarly or academic citations have been omitted.

Zenker, Arnold. (1983). Mastering the public spotlight. NY: Dodd, Mead, and Company.

Presented is a step-by-step account of the pitfalls of appearing before an audience. The author provides means by which the individual may comes across as authoritative, dramatic, poised, and entertaining. Concentration is given to business and professional "spotlights".